



Coconino County Public Health Services District Healthy Coconino 2012

The Health District's current five-year strategic plan, [Healthy Coconino 2012](#), was completed in May 2007, after a 2 1/2 year planning process. Development of this strategic plan was based primarily on the National Association of City and County Health Officers' planning model for local public health departments. MAPP (Mobilizing for Action through Planning and Partnerships), which focuses on strengthening the entire public health system, was adapted to generate insight for intelligently articulating the Coconino County Public Health Services District's vision and plans for the coming years. The process involved the following assessment and visioning steps, to ensure that the Health Department's programs and activities are clearly informed by demonstrated needs, individual community assets and issues, changing local and world-wide trends, public perceptions, existing and potential resources, the interests of public health system partners, the unique cultural and geographic diversity of our expansive county, nationally recognized performance standards, and the priorities of Coconino County's governing body.

Click here to view: [Healthy Coconino 2012](#).

Community Health Assessment for Coconino County. During **2003-2004** a telephone and face-to-face survey was led by the United Way of Northern Arizona, with additional funding from Flagstaff Medical Center and the Coconino County Health Department. Combining public perceptions with empirical data, this report identified key issues that affect the individual health status of residents in the major population areas of Coconino County. The report was created as a tool for facilitating civic action around shared goals of self-sufficiency, better health, access to healthcare, and healthy and vibrant communities.

Summary Report of Health Status and Health Services Needs Assessments: What We Know and Don't Know about the Health Status of Coconino County Residents (July 2005). A review of all of the known needs assessments and relevant studies that had been conducted in recent years, to identify critical gaps in core information. Included in the synthesis of information were the results of the Indian Health Service's **2005 Navajo Community Health Status Assessment**, which provided important complementary data regarding a significant population that resides or receives services in Coconino County.

Health System Assessment. In **October 2005**, two hundred representatives of the broadly defined public health system came together for a day of assessing the successes and deficiencies of the local public health system. Symposiums were held in both the northern and southern regions of the county. The [National Public Health Performance Standards](#) measurement tool was employed to measure compliance with the standards established for each of [ten Essential Public Health Services](#).

The **Forces of Change** that should be considered in planning for the future were examined in **March and April of 2006**. Eleven focus groups in eight different population centers discussed community change, and the impact that change will have on the health and quality of life of our county's residents over the next five to ten years. These discussions brought to light each community's encompassing issues such as economic fluctuations, population growth, technology, politics and the environment.

To capture a graphic sense of the diverse and unique assets of the various communities within Coconino County, residents were invited to take photographs that exemplify the things that enhance their quality of life. This **Photo-Voice Project** generated beautiful collages of people, places and events in seven Coconino County towns and communities.

In **June of 2006** a **Community Health Survey** was mailed to 4,000 randomly selected households across Coconino County, to draw input from residents regarding their health and health care, quality of

life, and community assets. Sample sizes were adjusted for smaller communities, to increase reliable representation of those populations and to accurately capture a sense of each community's Themes and Strengths. The four-page questionnaire asked respondents to express views on the importance and effects of various issues on the quality of life and the health of the people in their community. Overall, approximately 12% of the recipients of the questionnaire responded.

In **September 2006** the highlights of these various studies were presented to a group of 40 **Key Stakeholders**, including leading public health system partners, County and community elected officials and managers, and Health Department managers. With consideration of the **Vision Statement** articulated early in the planning process, and the voluminous insights into the health of Coconino County's residents and communities, five Strategic Issues and Directions emerged. Health Department staff workgroups were then assigned, to suggest Measurable Objectives and Action Steps addressing the five Strategic Issues. Refinements to the plan were then made by the Health Department's Senior Managers.

Following the MAPP model, the Coconino County Public Health Services District is collaborated in four inter-related assessments:

- **Community Health Assessment for Coconino County (2004)**
(Lead Agency, United Way of Northern Arizona)
- **Public Health System Assessment (October, 2005)**
- **Forces of Change Community Assessment (Spring, 2006)**
- **Themes and Strengths Community Assessment (Summer, 2006)**

For more information regarding the strategic planning process, please feel free to contact:

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